

Suggested Activities for Adult Abuse Prevention Month

May is Adult Abuse Prevention Month. This list is intended to provide ideas and/or suggested activities to increase public awareness of this growing social and economic problem.

1. Using a topical video, host a bag lunch discussion for staff in your own place of business.¹
2. Offer the same video and discussion for other agencies, organizations, and groups in your community.
3. Ask staff in your agency, members of your church or civic groups, and others to wear a purple ribbon to commemorate all those who are victims of elder/adult abuse.²
4. Offer a presentation for a faith-based service or civic organization on the issues around adult abuse and how we can help other people.
5. Submit a short notice for church bulletins and/or newsletters or provide inserts for church bulletins and/or newsletters. (Sample Included.)
6. Arrange to have an article on adult abuse in the local newspaper(s) and use local and state statistics about the prevalence of the problem in Virginia. (Sample included.)
7. Submit a public service announcement for the local radio station(s) or arrange to appear as a guest to be interviewed on adult abuse for the listening audience. (Sample included.)
8. Call in to radio talk shows when there is an opportunity to make the listening audience aware of the issue.
9. Write brief letters to health care professionals to make them aware of the significance of the month.
10. Distribute posters and flyers and ask that they be displayed in libraries, grocery stores, restaurants, doctors' offices, waiting rooms at local departments of social services, area agencies on aging, mental health agencies, churches, Senior Centers, courthouses, restaurants, and other establishments in the community. (Sample posters, flyers, and brochures included.)

Continued on other side —>

11. Ask a local supermarket to print a “*Stop Adult Abuse*” message on grocery bags or provide flyers and ask that they be inserted in grocery bags.
12. Explore the possibilities of placing a sign on public transportation buses or vans.
13. Establish partnerships in your community between older adults and children/adolescents.
 - a. Research the area where you want to implement the project
 - b. Determine how the project can benefit your community
 - c. Meet with sponsoring organizations to plan activities
 - d. Consider the frequency and duration of activities, number of participants, and location of activities
14. Arrange a video presentation at senior centers and local long-term care facilities.¹
15. Do a special mailing to mandated reporters in the community to make them aware of their statutory responsibility and tell them where, what, and when to report. (Sample brochure included.)
16. Prepare a newsletter article and request that it be included in newsletters that are distributed by local agencies, organizations, and businesses.
17. Prepare a simple survey to measure the current level of knowledge about elder abuse.
18. Document what you do, and let us know what was effective.

¹ Included in this packet of information is a list of videos and brochures that are available from VDSS Central Office. If you would like to borrow a video or order brochures, please contact Venus Bryant at (804) 726-7533 or email a request to her at venus.bryant@dss.virginia.gov.

² A limited number of purple ribbons with information cards can be provided to your group or organization. Please contact Venus Bryant at the above address.